

Klein College of Media & Communication
Academic Program Student Learning Outcomes

Program Description	Program Degree	Student Learning Outcomes
ADVERTISING	BA	Written communication skills, demonstrated by the ability to identify, comprehend, and apply messaging strategies to persuade various target audiences. Students must demonstrate excellent skills in sentence construction, grammar, spelling, and in the ability to convey complex thoughts in a clear and original voice.
		Strategic thinking skills, as demonstrated by the ability to research and gather information, compile it strategically, then deliver messages designed to address measurable goals targeting key audiences. These messages must be constructed from a critical, analytical, original perspective.
COMMUNICATION AND SOCIAL INFLUENCE	BA	Students will be able to organize and articulate orally their thoughts in a clear, efficient, and effective manner.
		Students will be able to organize and articulate their thoughts in a clear, efficient, and effective manner through the use of the written word.
		Students will be able to craft a communication plan to achieve a clear set of objectives. The communication plan will outline core communication inputs (message, source, recipients, channels, context) and desired outputs (e.g., awareness generation, knowledge gain, attitude formation or change, behaviors). The plan will also details research to be undertaken during the campaign that will allow for valid and reliable campaign assessment.
		Students will be experts in the role of communication in response formation, response reinforcement, and response change processes engaged in a variety of contexts (e.g., politics, health, scientific discovery, education, general advocacy).
		Students will develop and maintain a general awareness of their social surroundings and engage proactively in fostering greater empathy both within themselves and in others.
		Students will internalize a set of standards for ethical decision making and put these standards into practice.
		Students will be able to organize and articulate orally their thoughts in a clear, efficient, and effective manner.
		Students will be able to organize and articulate their thoughts in a clear, efficient, and effective manner through the use of the written word.
Students will be able to craft a communication plan to achieve a clear set of objectives. The communication plan will outline core communication inputs (message, source, recipients, channels, context) and desired outputs (e.g., awareness generation, knowledge gain, attitude formation or change, behaviors). The plan will also details research to be undertaken during the campaign that will allow for valid and reliable campaign assessment.		

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Program Description	Program Degree	Student Learning Outcomes
COMMUNICATION AND SOCIAL INFLUENCE (CONT'D)	BA (CONT'D)	Students will be experts in the role of communication in response formation, response reinforcement, and response change processes engaged in a variety of contexts (e.g., politics, health, scientific discovery, education, general advocacy).
		Students will develop and maintain a general awareness of their social surroundings and engage proactively in fostering greater empathy both within themselves and in others.
		Students will internalize a set of standards for ethical decision making and put these standards into practice.
COMMUNICATION MANAGEMENT	MS	Performance in Core Courses and Course Syllabi.
		Performance in Core Courses/Course Syllabi
		Performance in Core Courses Course Syllabi
		Performance in Core Courses
		Performance in Core Courses
COMMUNICATION STUDIES	BA	1. Demonstrate awareness of communication as a holistic discipline. Understand the historical, cultural, analytical, research, and theoretical bases of communication as a discipline.
		SLO 2. Demonstrate ongoing personal development and academic growth Understand effective methods to set, process, and achieve personal learning and professional milestones.
		SLO 3. Demonstrate awareness of professional development and civic awareness. Understand methods of application of interdisciplinary education to a wide range of professional fields and placements.
		SLO 4: Demonstrate in-depth knowledge of the operation of organizations. Understand public image and organizational mission and see the role of communication theory as advancing a deeper base of insight for the functioning of public institutions.
CONFLICT MANAGEMENT AND DISPUTE RESOLUTION	GRAD	Analyze and understand the key practical and theoretical concepts of managing and resolving conflicts.
		Articulate the theoretical and practical components of negotiation and mediation and explain the link between effective negotiation skills and effective leadership.
		Analyze, synthesize, think critically, solve problems, and make decisions.
		Articulate the components of negotiation and mediation
GLOBALIZATION AND DEVELOPMENT COMMUNICATION	MS	1: Understand - Demonstrate knowledge and comprehension of the history, practices and institutional arrangements of the field of communication and development.
		2: Comprehend and apply theories of communication for social change and development.
		3: Research: Conduct research and evaluate information by methods appropriate for the professional and ethical practice of communication for development and social change.

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GLOBALIZATION AND DEVELOPMENT COMMUNICATION (CONT'D)	MS (CONT'D)	4: Demonstrate an ability to apply analytical and evaluative skills in the creation, delivery and reception of media messages and communication campaigns for development in forms and styles culturally appropriate for the diverse range and needs of local audiences in a global world.
		5: Distinguish and apply ethical principles and practice social responsibility in managing, creating, and disseminating media and communication messages for development and social change.
		6: Lead: Practice leadership and innovation through high professional standards and ethical practices and decision making as applied to the practice of communication and development for social change.
International Communications Concentration	ICC	understanding of major intercultural communication theories
		understanding of the influence of culture on communication processes
		develop cultural sensitivity and intercultural communication skills
		exposure to multiple international perspectives
		to expand the breadth and depth of one's international experiences
		1: development of multicultural literacy
		2: ability to negotiate the increasingly globalized media world
		3: ability to recognize and understand global trends
		4: develop literacy in cultures other than those of the U.S.
		understanding of major intercultural communication theories
		understanding of the influence of culture on communication processes
		develop cultural sensitivity and intercultural communication skills
		exposure to multiple international perspectives
to expand the breadth and depth of one's international experiences		
JOURNALISM	BA	1: 1. Strong skills in reporting, writing, photography, audio/video newsgathering, print and Web editing and design
		2: 2. The ability to critically analyze past and present trends of journalism and to help craft alternative forms of journalism for the future
		4: 4. An understanding of digital and interactive media technologies
		5: 5. The ability to provide information in multimedia formats
		6: 6. A culture of collaboration through team reporting
		7: 7. in order to tell stories emanating from a diverse urban environment
		8: 8. A keen understanding of the increasingly global nature of today's journalistic environment

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JOURNALISM (CONT'D)	BA (CONT'D)	9: 9. An appreciation of free expression and awareness of legal constraints guiding responsible journalism
JOURNALISM	MJ	<p>1: Advanced, professional level skills in reporting, writing, photography, audio-visual newsgathering, print and Web editing and design.</p> <p>2: The ability to critically analyze past and present trends in journalism and to create and develop new forms of journalism for the future.</p> <p>3: A thorough understanding of legal and ethical responsibility in journalism, including the knowledge necessary for informed, ethical decision-making.</p> <p>4: Proficiency in digital and interactive media technologies.</p> <p>5: A culture of collaboration in order to tell stories emanating from diverse communities and a broad range of resources.</p> <p>7: An understanding of free expression and knowledge of constraints guiding and otherwise influencing responsible journalism.</p> <p>8: A continuing commitment to personal and professional growth as a journalist.</p> <p>The newly established and configured Master of Journalism approved by the Temple Board of trustees in 2017 is a shortened 30-credit program focusing on practicing multi-platform journalism in an urban environment. Assessment of this new student learning outcome and others will be monitored on a continuing basis throughout 2018-19 by interacting with MJ faculty and formal and informal meetings with the MJ Committee, the chair of the Department of Journalism, associate dean for graduate programs as well as the graduate offices of Klein College. A full assessment will be made during the 2019-20 academic year.</p>
MEDIA AND COMMUNICATION	PHD	<p>1: Demonstrate knowledge of and ability to apply diverse research methods.</p> <p>2: Demonstrate knowledge of and ability to apply theories of media and communication.</p> <p>3: Demonstrate knowledge and application of diverse pedagogical tools in media and communication.</p> <p>4: Demonstrate ability to actively create and add knowledge to the field.</p> <p>5: Demonstate advanced expertise in an area of specialization within the field of communication.</p>
MEDIA STUDIES AND PRODUCTION	BA	<p>Demonstrate knowledge and comprehension of the history, economics, and structure of the media industry. Know the legal constructs and regulatory structures within which our media institutions and professionals operate.</p> <p>Comprehend and apply theories regarding the cultural, social and personal uses and effects of media and technologies.</p>

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MEDIA STUDIES AND PRODUCTION (CONT'D)	BA (CONT'D)	Demonstrate an ability to apply analytical and evaluative skills in the creation and consumption of media content, and in researching media messages.
		Convey ideas, commentary, concepts and criticism using effective, professional written communication.
		Create media messages effectively and clearly in the forms and styles appropriate for the media professions, audiences and purposes they serve.
		Appreciate the roles of diversity and citizenship in a global society as they relate to the production and consumption of media.
		Distinguish and apply ethical principles and practice social responsibility in managing, creating, and disseminating media messages.
		Utilize cognitive and affective skills for collaboration, leadership and innovation.
		Conduct research and evaluate information by methods appropriate to academic and professional media contexts.
MEDIA STUDIES AND PRODUCTION	MA	1: Theorize - Comprehend and apply theories relevant to media
		2: Research- conduct research and evaluate information by methods appropriate to academic and professional media contexts
		3: Synthesize - understand and employ links between theory and research
		4: Author- convey ideas effectively in writing
		5: Appreciate diversity and citizenship in a global society as they relate to media production and consumption
		6: Be ethical - distinguish and apply ethical principles and practice social responsibility in the creation and use of media and/or academic messages
		7: Lead - use cognitive and affective skills for collaboration, leadership and innovation
PUBLIC RELATIONS	BA	Students are expected to graduate with excellent oral communication skills
		Students are expected to develop top-notch written communication skills
		Students are expected to be prepared to plan corporate communication activities on a strategic, not tactical, level.
		Students will be prepared to take on leadership responsibilities upon graduation.
		Students will understand the theoretical underpinnings of all public relations activities
		Students will understand how to conduct research, apply research findings and analyze data to build successful strategic communication campaigns
		Students will understand the ethical and legal issues facing public relations professionals, and will be prepared to appropriately respond to ethical and legal challenges that will arise
		Students will understand the business of public relations, and will be prepared to respond to crises as they arise.

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PUBLIC RELATIONS (CONT'D)	BA (CONT'D)	Students are expected to graduate with excellent oral and written communication skills. PRACTICAL GRAMMAR - Foundational proficiency for writing & proofreading. - Strengthen the student's knowledge and effective application of grammar, sentence structure and word usage. - Build upon constructive criticism PR WRITING - Be able to write well consistently under time pressure - Build an understanding of public relations writing styles as a persuasive influence. - Develop public relations writing skills across a variety of medium. - Develop the ability to think about public relations on a strategic level and apply that thinking to PR writing and communications techniques. - Build upon constructive criticism
		Students will understand how to conduct research, apply research findings and analyze data to build successful strategic communication campaigns RESEARCH METHODS - Give students a working knowledge of how to ask a research question. - Give students a working knowledge of how to choose a method to address a research question. - Provide an overview of a broad range of qualitative and quantitative methods. - Engage students in the challenges of conducting research in the digital era. - Offer an introduction to data analysis. - Present the key ethical issues involved in the study of individuals and publics
STRATEGIC COMMUNICATION AND CROSS-CULTURAL LEADERSHP	GRAD	Understand and apply principles and theories of leadership to organizations.
		Can analyze issues and problems from a global perspective
		Successfully complete writing intensive assignments in required courses.
		Understand the theories and practice of communicating across cultures along with the challenges and benefits of effectively leading people from different cultural and ethnic backgrounds
STRATEGIC COMMUNICATIONS	BA	Students apply course theory to work situations in which they are employed to make recommendations for improving teamwork and work effectiveness.
		1: Writing
		2: Critical and Analytical Thinking
		3: Demonstrate competence in rhetorical skills.
		4: Public Speaking
		5: Social Responsibility
		6: Leadership
		7: Persuasion
		8: Quantitative and Qualitative Research Skills
9: Team Building within Organizations		